Attachment 1

El Camino Real Corridor Development Guidelines

Santa Clara's Vision for the El Camino Real

"El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities and neighborhoods that promote walking and transit and an improved and meaningful quality of life."

El Camino Real Corridor Challenge

El Camino Real is shaped by all the cities along its length with potential for housing and urban development, balancing the need for cars and parking with viable options for transit, walking and biking. Stretching from Daly City to San Jose, the vision is of a boulevard that connects communities by a mix of land uses designed to attract people. The City of Santa Clara's challenge is to protect existing neighborhoods and promote high quality building designs and diverse land uses while preserving historic buildings and places, and enhancing our economic and cultural diversity, with the broad involvement of residents, workers and local businesses. Rail stations and bus facilities are valued not only as vital transportation services, but as public gathering places and assets. Roadway improvements will be context sensitive while continuing to meet the need to move people and commerce and preserve environmental resources. Above all, change will recognize and incorporate our history and create a sense of community.

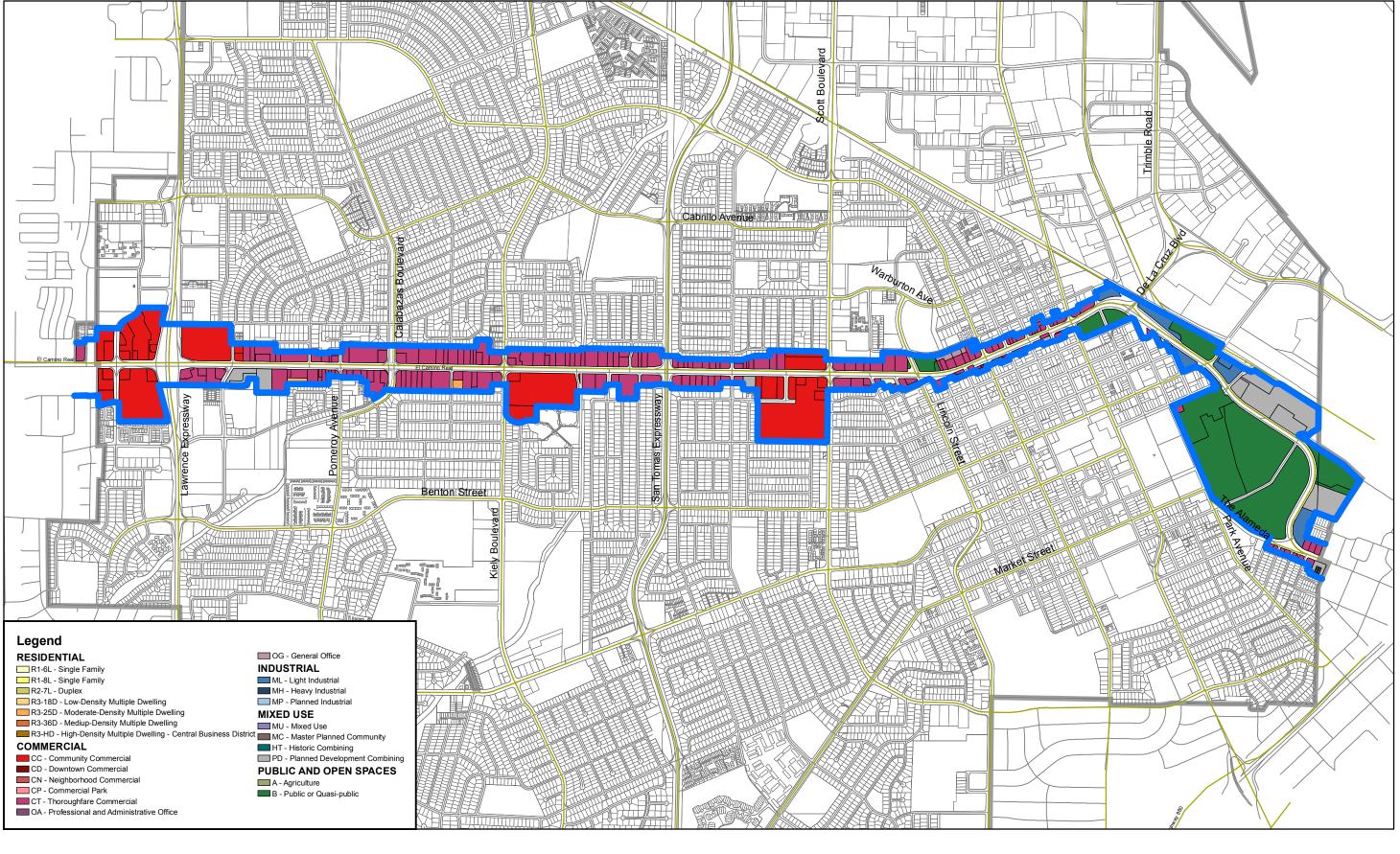
El Camino Real Corridor Development Guidelines "The Development Guidelines are designed to be applied within a context-sensitive manner, respecting neighborhood concerns and issues."

The El Camino Real Corridor Development Guidelines Check Sheet is to be applied to properties with frontage along the El Camino Real in the City of Santa Clara. The El Camino Real Corridor Map denotes the properties that are subject to evaluation using these development guidelines.

The check sheet contains various enabling strategies for the evaluation of local development projects. These strategies are general in nature to assure maximum flexibility while ensuring consistency in vision to promote livability, economic vitality and sustainability along the corridor. These strategies, which span a number of subject areas, are proposed for consideration in the City's comprehensive General Plan Update now underway. Many of these strategies embrace current policy and practice and, in fact, some projects already approved by the City along El Camino Real reflect certain elements of the strategies. As an interim measure, however, the development guidelines can be used to identify and evaluate the applicability of strategies for specific development projects. The guidelines are advisory only and are not intended to commit the City to any particular future action. Existing adopted plans and policies for the City of Santa Clara will take precedence over these guidelines in the review of individual development proposals.

El Camino Real Corridor Development Evaluation "The City's guide to land-use controls over the El Camino Real Corridor."

The El Camino Real Corridor Development Guidelines Check Sheet will be included as background information on projects before the City for land use approval. Please note that the completed check sheet will be included in reports to the Planning Commission and City Council for consideration.



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Author: SPH Date: 7/23/08 File: ElCamino_overview.pdf

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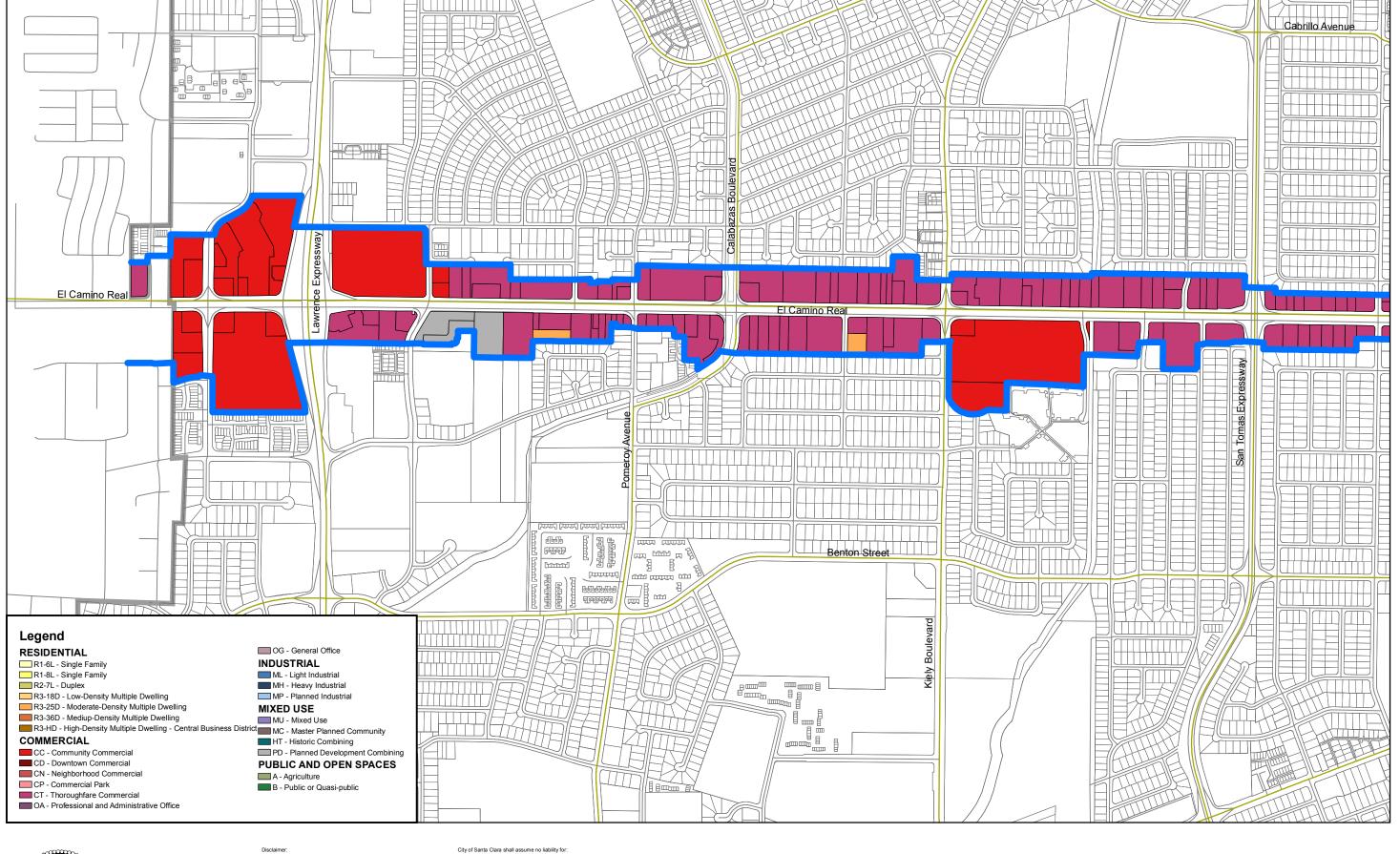
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El Camino Real Corridor Map Attachment 3





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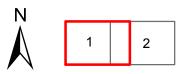
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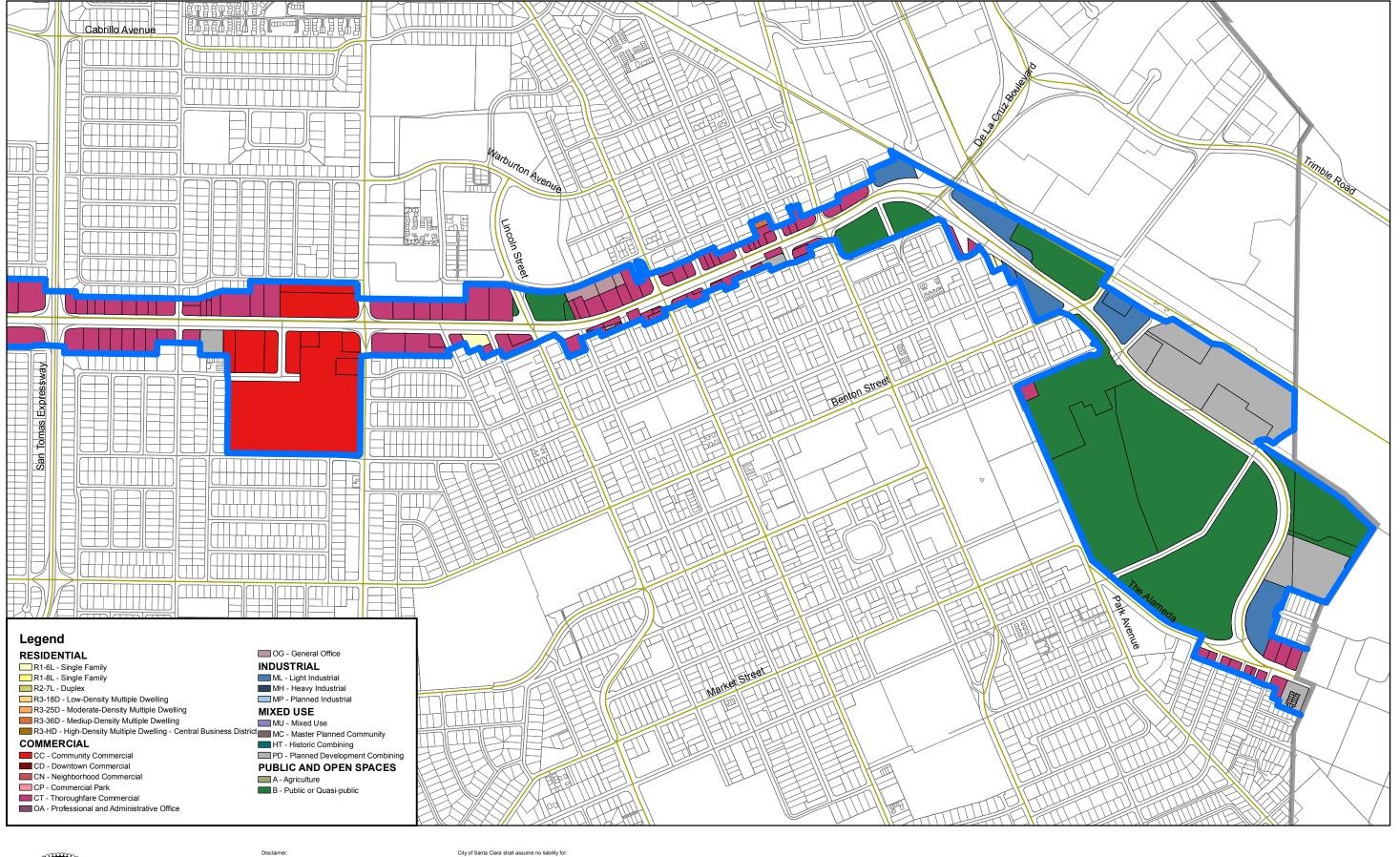
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El Camino Real Corridor Map

Page 1 of 2





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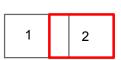
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El Camino Real Corridor Map Page 2 of 2